



LOUISVILLE METRO HUMAN RELATIONS COMMISSION

AFFIRMATIVE FAIR HOUSING MARKETING PLAN

Form Directions

Purpose:

In accordance with Louisville Metro Ordinance LMCO §92.19, any person or business entity applying for, or currently receiving funding from Louisville Metro Government for the purpose of constructing housing must have an approved Affirmative Fair Housing Marketing Plan (AFHMP).

The purpose of the AFHMP is to help owners/agents (respondents) effectively market the availability of housing opportunities to individuals of both minority and non-minority groups that are least likely to apply for occupancy in the housing project.

INSTRUCTIONS

Input fields not explained in this section are either explained within the forms themselves, or are considered self-explanatory. If you have any questions regarding the AFHMP Form, please contact us at 502-574-3631.

AFHMP Form (5 or more/more than 10)

This form must be accompanied with the Demographics Worksheet and copies of the projects advertising (in-progress or planned).

For projects containing **5 or more** HOME-assisted units or **more than 10 units/lots** being funded with other Louisville Metro funding the following documents and sections of AFHMP form must be completed and submitted to HRC:

1. General Information
2. Demographics Worksheet
3. Targeted Marketing Activity
4. Marketing Efforts with Community Contacts
5. Proposed Marketing Activities – Methods of Advertising
6. Fair Housing Poster
7. Affirmative Fair Housing Marketing Plan
8. Project Site Sign
9. Evaluation of Marketing Activities
10. Marketing Staff
11. Signatures

General Information:

The purpose of this section is to provide information regarding the project, its owners and entities responsible for marketing.

Project ID: This is the project's bid number. If the project has no bid number, the Project ID should be the Project/Contract ID assigned by the Louisville Metro Department with which the project is affiliated.

Funding Source: Respondents must enter the sources of funds being provided by Louisville Metro Government. If more than one funding source is being provided by Louisville Metro Government, put the secondary funding source in the field provided.

Number of Units: The number of total units (apartments) in the project. If the project is a group home facility, it is considered as one (1) unit, consisting of two (2) or more bedrooms.

Census Tract: Respondents may obtain census tract information by going to LouisvilleKy.gov and inputting the projects address in the "Map City Services" section located on the left side of the webpage.

Departmental Affiliation: Indicate what Louisville Metro Department the project's owner(s) or agent(s) is currently working with to facilitate funding. If the affiliated department is not listed in the drop down box provided, enter the full department name in the space provided.

Applicant/Owner/Developer Name: Enter the requested information for the person or business entity that owns of the project.

Entity Responsible for Marketing: Enter the requested information for the person or business entity responsible for administering the project's marketing efforts. For example, this could be the owner, or an agent hired by the owner.

Attachments: (1) *Copies of the actual advertisements* that were used (or will be used) for the stated project. (2) A completed Demographic Worksheet (will be explained in greater detail later in this document) for each project. Louisville Metro Government requires that the AFHMP Form (5 or more/more than 10) be accompanied with these supporting documents.

Advertising Start Date: If advertising has begun, enter the start date in the space provided. If advertising has not begun, the anticipated start date should be entered in this section.

Demographics Worksheet: This worksheet breaks down the projects census tract by demographic characteristics such as Race, Ethnicity and Disability Status.

Targeted Marketing Activity: Using the information from the completed Worksheet 1, respondents should identify the demographic group(s) ***least likely to apply*** for the housing without special outreach efforts.

Marketing Efforts with Community Contacts: Community contacts include individuals or organizations that are well known in the housing market area or the locality, that can influence persons within groups considered least likely to apply. Such contacts may include, but need not be limited to: neighborhood, minority and women's organizations, grass roots faith-based or other community based organizations, labor unions, employers, public and private agencies, disability advocates, schools and individuals who are connected with these organizations and/or are well known in the community.

Respondents should describe their use of community contacts to market the project to those ***least likely to apply***. This table should include contact name(s), addresses, phone numbers, their previous experience working with the target population(s), the approximate date contact was/will be initiated, and the specific role the community contact will play in implementing the AFHMP.

Proposed Marketing Activities – Methods of Advertising: Respondents should describe their proposed method(s) of advertising to market to those *least likely to apply*. This table should identify each media option, the target, language options, alternative formats (Braille, large print, etc.), and logo(s) that will appear on the various materials.

Signature: By signing, the applicant assumes full responsibility for implementing the AFHM Plan, and for reviewing and updating the Plan as needed.

Demographics Worksheet:

The project must meet the compliance requirement of Affirmatively Furthering Fair Housing by outlining actions representatives of the project will take toward soliciting groups least likely to apply to, or reside in this project. By identifying these groups, the project can initiate a marketing plan that will serve to demonstrate its concerted efforts towards providing special outreach to these under-represented groups and proving its compliance in Affirmatively Furthering Fair Housing.

The Demographics Worksheet is a tool used to identify (1) Under-represented groups in the area within which the project resides (2) the project's representation of these groups through its current tenant population.

Demographic groups represented at less than 50% of the applicable census tract are considered as under-represented within that tract and least likely to apply/reside in the project. As such, to affirmatively market your project, a fair portion of the project's marketing efforts should focus on recruiting these groups.

Analyzing your project:

EFFECTIVE JANUARY 1, 2003, HUD required owners to begin collecting data using the following new race categories:

1. White
2. Black/African American
3. Asian
4. American Indian or Alaskan Native
5. Hawaiian or Other Pacific Islander

A separate collection category, Hispanic/Latino ethnicity, must also be reported.

Under OMB 1997 standards, "Hispanic" is not a race category, but an ethnic category that cuts across all races. Those who are American Indian, Asian, Black, Pacific Islander, White or a multi-race may also be counted as being of Hispanic ethnicity. When asking each household individual to select a race category, the individual must also check whether they are of Hispanic ethnicity. At least one of the race categories must always be selected. There are no other ethnicity categories besides Hispanic / Latino.

On the Demographics Worksheet, enter the project's tenant information in **white areas only**.

The following ***gray areas*** will automatically populate:

"% of each Demographic in the Project (Tenants)" – This column calculates the percentage of each listed demographic group residing in the project.

"% of each Demographic (Applicants)" – This column calculated the percentage of each listed demographic group that has applied for your project.

“2000 Census Date %” – This column calculates the percentage of each listed demographic group in the Census Tract within which your project resides.

“Demographic Least Likely to Apply? (Yes/No)” – This column provides a “yes” or “no” response, confirming which demographic group is under-represented within the specified Census Tract, or least likely to apply /reside in your project. Any one or more of the demographic groups identified as “least likely to apply” with a Yes response, should be considered as your target market in your Affirmative Fair Housing Marketing Plan. Make sure these groups are identified in the “Targeted Marketing Activity” section of the AFHMP Form (5 or more/more than 10).

“Under-Represented in the Project? (Yes/No)” - This column confirms that, with a yes or no response, that the demographic group is under-represented within the project. Owners should establish goals to increase these demographic groups.

“Under-Represented in Wait List? (Yes/No)” - This column confirms that, with a yes or no response, that the demographic group is under-represented in the wait list. Owners should establish goals to increase these demographic groups.

An Example of Analyzing Demographic Worksheet:

When reviewing the Hawaiian or Other Pacific Islander demographic group within a completed worksheet, if the column “Demographic Least Likely to Apply?” is Yes, but the column “Under-Represented in the Project?” is No – This scenario would mean that even though they are considered least likely to apply/reside in the project, this demographic is sufficiently represented within your project. This could also be interpreted to mean that your marketing efforts are sufficient in affirmatively furthering fair housing for this demographic group.

However, this positive outcome may not be true of the other under-represented demographics represented in the completed worksheet. If this is the case, the projects outreach efforts should focus on attracting these other groups to your project.

Monthly Reporting:

- Required **only** for projects with *more than 10 units/lots*.
- Must complete and submit monthly for **six (6) months** during the initial rent-up stage of the project.
- Monthly Reporting begins the month owners begin renting units in the project.
- Reports are due on the 15th of the following month being reported.
- The monthly reports will consist of submitting the following:
 1. Marketing Activities Form
 2. Demographics Worksheet (with updated information)
 3. Copies of the advertising that occurred during the month being reported.

AFHMP Form (less than 5_10 or less)

This form must be accompanied only by copies of the actual advertisements that were used (or will be used) for the stated project.

Fields contained on this form have been explained in the previous section.

Submission Instructions:

AFHMP Forms and attachments may be submitted to the Louisville Metro Human Relations Commission

- By Email: LouisvilleKY.gov/HRC (after signing the documents, scan them, then forward via email)
- By Mail: Louisville Metro Human Relations Commission
410 West Chestnut Street, Suite 300A
Louisville, KY 40202
Attn: Pam Horne
- By Fax: 502-574-3577 to the attention of Pam Horne, Housing Coordinator

Forms Availability:

The forms and attachments will also be available online at LouisvilleKY.gov/HRC